

Blogging & Then Some

Week 7 – Feb. 20

UW Social Media Certificate

Winter 2013

Agenda

- Guest speaker, Bob Dunn, WordPress instructor
- Housekeeping/CMP update
- Minute papers
- Tool time

Housekeeping

- **What's due:**
 - Facebook Ads – due next week (2/27)
 - Final project/group presentation – week 10 (3/13)
- **What's coming up:**
 - SEOmoz presenting next week
 - Building your own social media tools – week 9 (3/6)
- Reminder that spring course starts a week later on April 3 and ends a week later on June 5.
- \$99 student rate to MarketMix 2013, March 20. Connect with Solveig if you're interested.

CMP update



Twitter group report



SMCSeattle @SMCSeattle

9 hrs

Less than a week until our February event: The Insider's View - Sports & Social Media bit.ly/WUwA69 #seattle #smcsea

Retweeted by UWSocial Media Class

Expand



Pete Cashmore @mashable

Feb 19

Harlem Is Not Impressed With the 'Harlem Shake' Meme [VIDEO] on.mash.to/153UQ7M

Retweeted by UWSocial Media Class

View photo



UWSocial Media Class @uwsmc13

Feb 19

Just one takeaway from #WOMMfest #uwsmc pic.twitter.com/W7gMjCwB

View photo

Minute papers

- I've found the option to promote to your 'fans' and friends of fans has yielded great results in comparison to how much an ad costs. With all the hatred of 'paid advertising' I actually find it beneficial because it weeds out solicitors that blindly promote and over-post nonsense that fills up my news feed.
- As far as business goes, I hate, hate, hate it. Our ads have never performed as we've expected them to, and the engagement we receive from clients and partners never matches that of Twitter. It takes a lot more time to update Facebook for a lot less return on investment. Unfortunately, everyone views it as a necessary evil.
- FB has created a massive "switching cost"... it has literally become the 3rd place in our lives. Not my life, 1 billion lives. Add to this equation the massive impact of BIG DATA and sophisticated analytics and you have a powerhouse that can observe, influence and predict almost anything. So, the game is not whether we like it or not, the moment of truth is how to master it.

Tool time



Klout



- Measures how much content one shares vs. the engagement their posts generate.
- Great for getting a quick and broad sense of the health of your social media presence.
- Lots of fanfare, but not a true measure of influence.
- Klout scores are easily manipulated.
- Gaming element allows people to “gift” Klout to others, which further erodes its value as an influence metric.
- **Want to find real influencers? Listen to real conversations.**

Wordle



- Create snazzy word clouds from text you provide.
- Delete any words you don't wish to showcase.
- Edit your clouds with fonts, layouts and colors schemes.
- Images are your to use however you like—print them out, save to your desktop, share with friends.
- Great for presentations and reports.
- **Remember that readers are visual creatures—word clouds will catch their attention.**



- Customizable social media management tool to communicate and engage with customers across multiple channels.
- Post to many social networks, get custom analytics and measure engagement with fans.
- One of the first four companies to gain access to LinkedIn's social media management partner program.
- Ranked No. 1 by Econsultancy in 2013 Social Media Management Buyer's Guide.

Topsy

TOPSY

- Real-time search engine for the social web.
- Ranks search results based on the most influential conversations millions of people are having online right now.
- Uncover influencers in your niche communities.
- Free tool lets you find out who tweeted about your topics.
- Paid version gives you unlimited access to any topic, hashtag or conversation—but it's pricey.
- Stick to the free tool when you need it.

Twitter tools

Twitter Counter

- How many followers you have and growth over time.
- Insights into your behavior (e.g. what you've tweeted about, when you tweet the most, who you @reply to).

JustUnfollow

- Kick non-followers and inactive users to the curb.
- Who followed me & who unfollowed me.
- Works with Instagram, too.

TweetReach

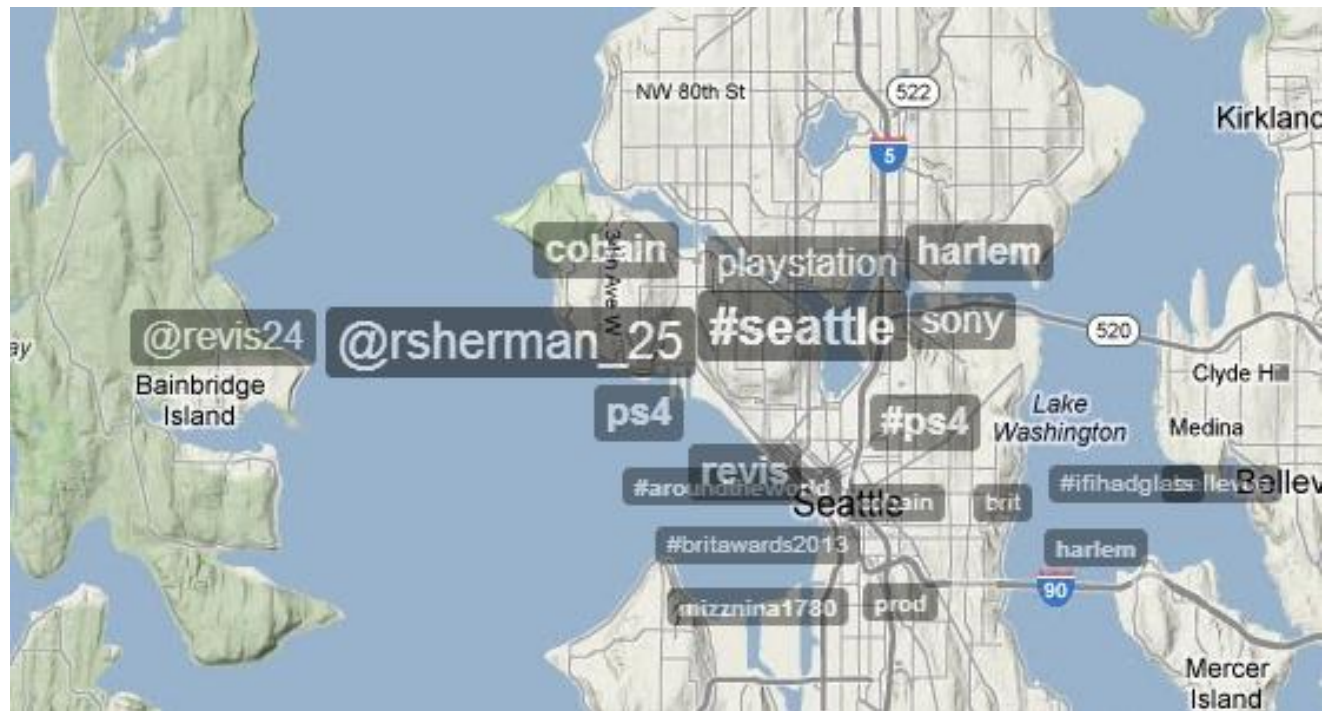


- Calculates how far your tweet traveled.
- Maximum number of Twitter users who could have possibly seen your message.
- Figuring out reach is difficult to do on your own or without a paid tool like Simply Measured.
- For free, you can't go wrong with TweetReach.
- Also measures hashtags, screen names, keywords.
- Paid version kicks in if there are more than 50 tweets—starts at \$84/month.

Trendsmap



- Real-time mapping of Twitter trends across the world.
- Dive down to neighborhood levels.



Facebook tools

Booshaka

- Understand what your Facebook fans like and talk about.
- This makes it easier to target ads and post relevant content.
- Offers Timeline apps, leaderboards, rewards, achievements.
- Starts at \$9/month for pages up to 1,000 fans.

Likester

- Same as above, but geared more toward ad optimization.
- Starts at \$220/month for unlimited research.

Involver

- Install two free, self-serve Facebook applications.

Statigram



- Dashboard tool for Instagram.
- View your friends' pictures and like/comment easily.
- Statistics available for a wide range of insights, including which filters and tags get you the most engagement.
- Learn which photos resonate and who your influencers are.
- Contest apps are widely regarded.

Pinterest tools

- [Reachli](#) (formerly Pinerly) – Best for campaigns
- [Pingraphy](#) – Schedule your pins
- [PinPuff](#) – Find your influencers & get perks (like Klout)
- [PinReach](#) – Find your influencers

Assignment #4 – Facebook Ads

- Write a 1-page ads report (10 points)
 - Using Facebook Ads, pick an organization (could be your own) and provide an ad strategy.
 - Identify your target audiences and briefly explain why you are reaching them.
 - Use targeting, promoted posts and sponsored stories to message these key audiences.
- What strategies would you recommend with \$1,000 a month for a year and \$20/day for 10 days.
- Provide analysis for why you made your decisions.
- **Due prior to class 2/27 – week 8**